



**ST.MODWEN
HOMES**

About us

Our core purpose is:
Changing Places. Creating Better Futures.

We are leading the way in delivering quality places to live and work by enhancing the communities in which we build. Transforming, optimising and improving the surrounding areas of all our developments is always a top priority.

St. Modwen Homes always strives to leave a long-lasting legacy that we, and the landowner can be proud of.

We do this through our industry expertise.

2025

Operationally net zero carbon

30+ years

Heritage with a strong track record of delivery

400+

People employed and growing

96%

HBF customer recommend score (in 2021)



Five star house builder

1300+

Homes being delivered in 2022

stmodwenhomes.co.uk



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About us



Dave Smith
Managing Director St. Modwen Homes

We're excited about being Stroud District Council's chosen development partner on the Brimscombe Port project.

Why wouldn't we be?

We're excited about Stroud District Council's vision for the landmark redevelopment of Brimscombe Port - to create a thriving mixed use community supporting local enterprises and servicing the needs of both existing and future residents - an inspiring place to live, work and play.

This as an opportunity for us to provide the highest quality homes, designed for the future - low carbon, low maintenance, beautiful and inspiring - delivering community facilities which will help create a vibrant neighbourhood.

Yes, we are excited about this opportunity, why wouldn't we be?



Jeremy Attwater
Managing Director Homes South

Why this site?

This project completely aligns with our purpose of changing places and creating better futures - and to create a lasting legacy we will all be proud of.

We have the creative talent and imagination to design an exemplar scheme at Brimscombe Port - and the in house experience and expertise to successfully deliver it.

Stroud is in the heartland of our Southern Region and will benefit from our strong supply chain - typically 40% of our sub-contract workforce are based within 30 miles of our sites.

We are delighted to have been chosen as the development partner on this very exciting project.



Pollard Thomas Edwards specialise in the design of homes, neighbourhoods, public and mixed-use buildings throughout the UK. Over the past five decades we have built up an enviable track-record working with communities, local authorities and commercial clients to create buildings and places people want to live in. Providing architectural services, urban design, masterplanning and community engagement, our team of 150-plus professionals are dedicated to enhancing the towns, cities and villages in which we work. Winning more than 250 awards over the years, with recent wins including BD Housing Architect of the Year 2017, AJ Sustainable Practice of the year in 2018 and British Homes Awards Architect of the Year 2020.



Rogers Leask are an independently owned engineering consultancy with expertise in infrastructure, structures, transport planning and geo-environmental engineering. We apply years of extensive experience, gained over multiple sectors to cover every requirement and offer the best possible solution through all stages of the planning and development process. Drawing on a wealth of experience gained from years of delivering projects of every size, type and complexity our teams can address the most challenging of technical issues and offer innovative integrated design solutions.



Hemingway Design are a family run, multi-disciplinary design studio with a legacy and portfolio that spans four decades, projects that traverse disciplines and sectors, and clients of every persuasion. We are a talented and motivated team of graphic designers, urban planners, writers, art directors, ideas people and strategic thinkers; combining diverse fields of skills and expertise to create meaning and transformation for ambitious clients. We believe that great design comes from a desire to improve things that matter in life and this long-held philosophy underpins everything that we do - putting ethics and environment at the heart of design. It is this mantra that continually ensures our creative thinking and method for delivering socially responsible design.

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ST. MODWEN HOMES

Introduction to the site

The Site

The Brimscombe Port redevelopment presents an unprecedented opportunity to reinvent and regenerate an area that has undergone a substantial change over the last century - from an industrial-focused hub for the production and transport of materials, to a series of mid-20th century warehouses, sheds and parking.

The reintroduction of the buried historic Thames and Severn Canal will create a unique waterside setting for the wider community for the first time in nearly a century. In addition to creating a new community hub, the site will also deliver 152 new high-quality homes designed to the highest standard.

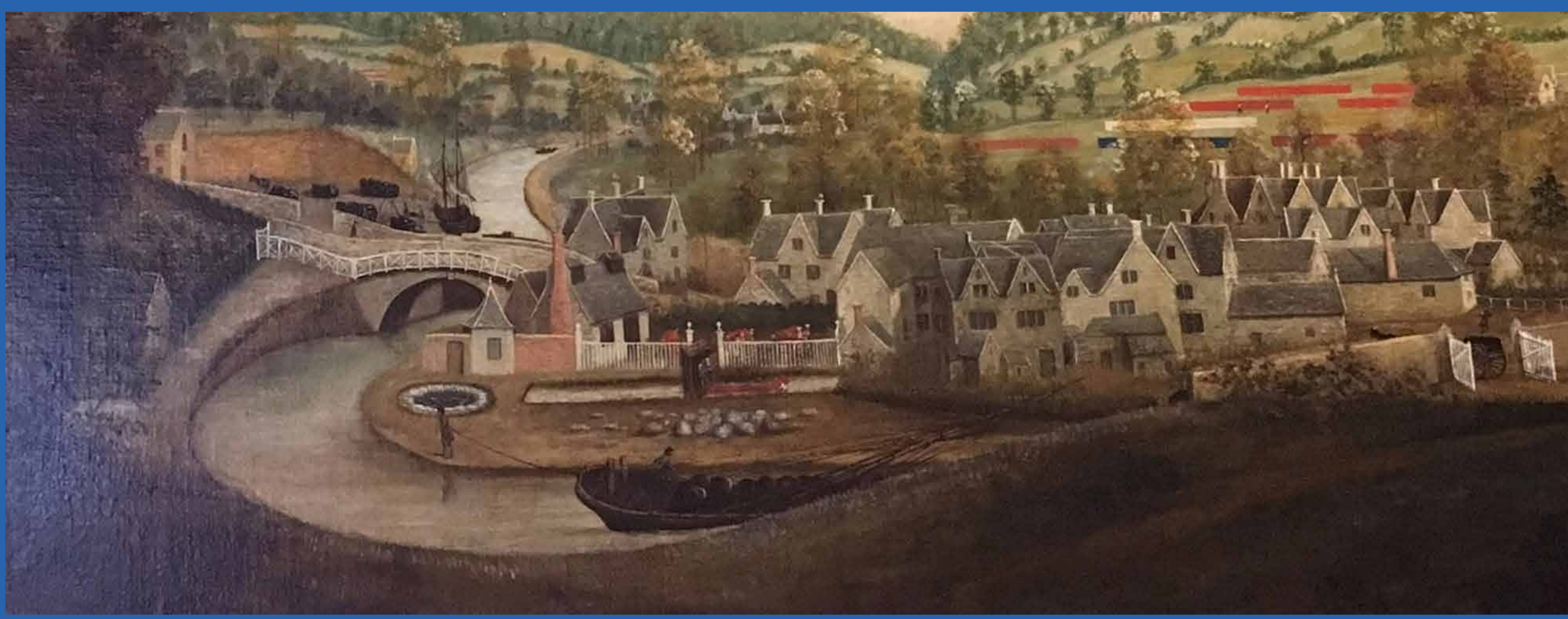
All homes will benefit from exceptional aspect, set within an ecologically diverse new public realm and fronting onto the reinstated Canal, the existing River Frome, and the retained and newly refurbished Grade II listed Brimscombe Port Mill buildings. The addition of a new community centre and residential moorings within a new canalside park will create a new community hub that will serve as a tourist attraction for the wider area, building upon and enhancing the unique character already inherent within the place and attracting a new and wider demographic to appreciate the remarkable destination that Brimscombe Port will become.

Site History

Our design process for this site began with researching the history of the area and how it has evolved over time. This understanding of the historic cultural and industrial shifts as well as more recent changes to demographics, patterns of movement, and uses has been critical to our design development.

A number of significant industrial mill buildings occupied the site throughout the 18th, 19th, and early 20th centuries. The juxtaposition between these early industrial buildings and the adjacent verdant, pastoral landscape has characterised the identity of Brimscombe Port for centuries.

In the mid-19th century, a boat weighing station was installed at the port to help stop fraudulent declarations on the tonnage of transported goods. This simple, but elegant machinery and housing remained in place until the canal was closed in 1937 and has served as one of the inspirations for our new community hub proposal.



The Woollen Mills of Stroud, c.1790



Brimscombe Port, c.1790



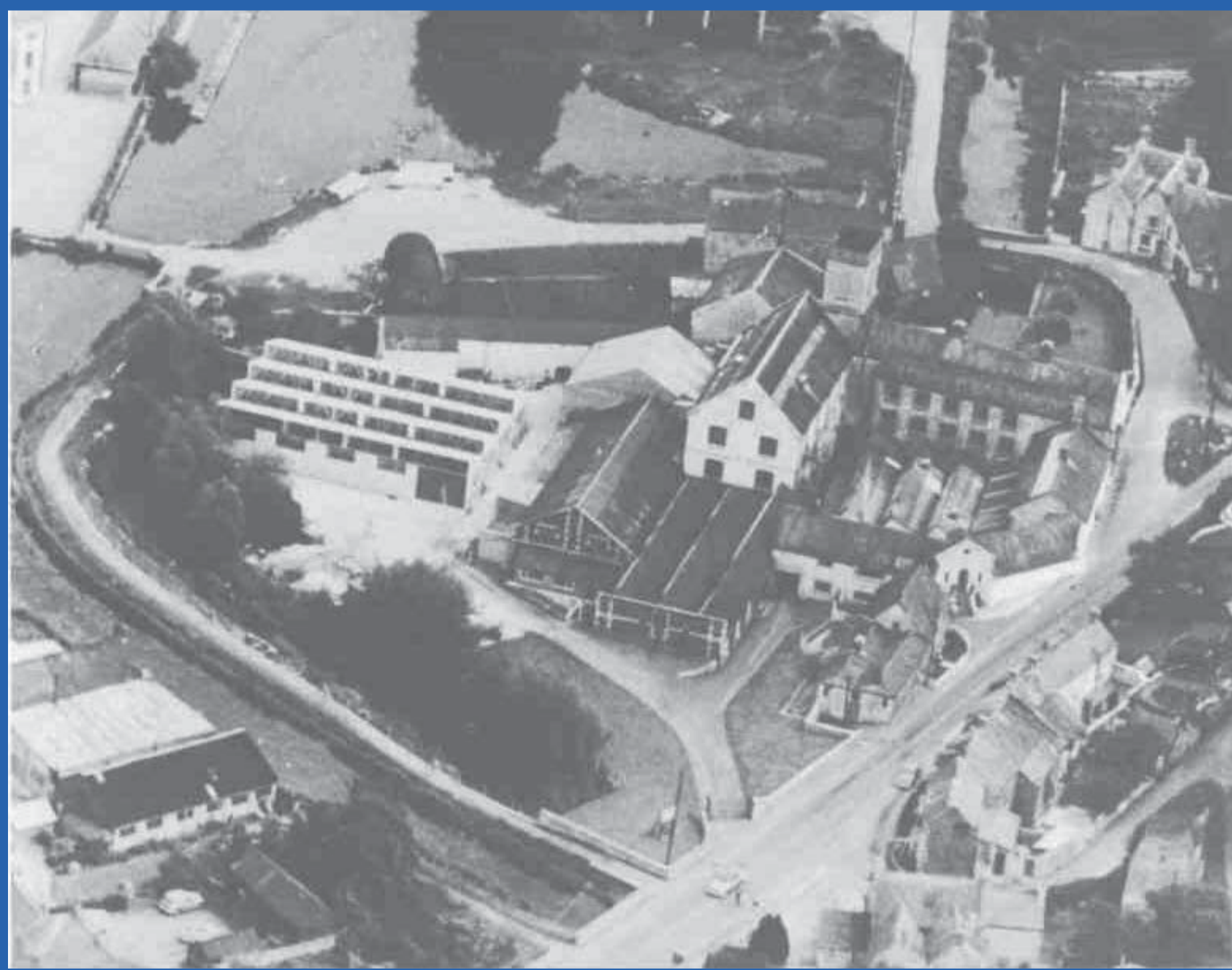
Brimscombe Basin, early 1900's



Brimscombe Basin from the North-west, early 1900's



The Weighing House in disrepair, 1930's



Brimscombe Port from the air, 1930's



Brimscombe Mill, c. 1912



The in-filled Canal shortly before the mill was demolished, c.1965

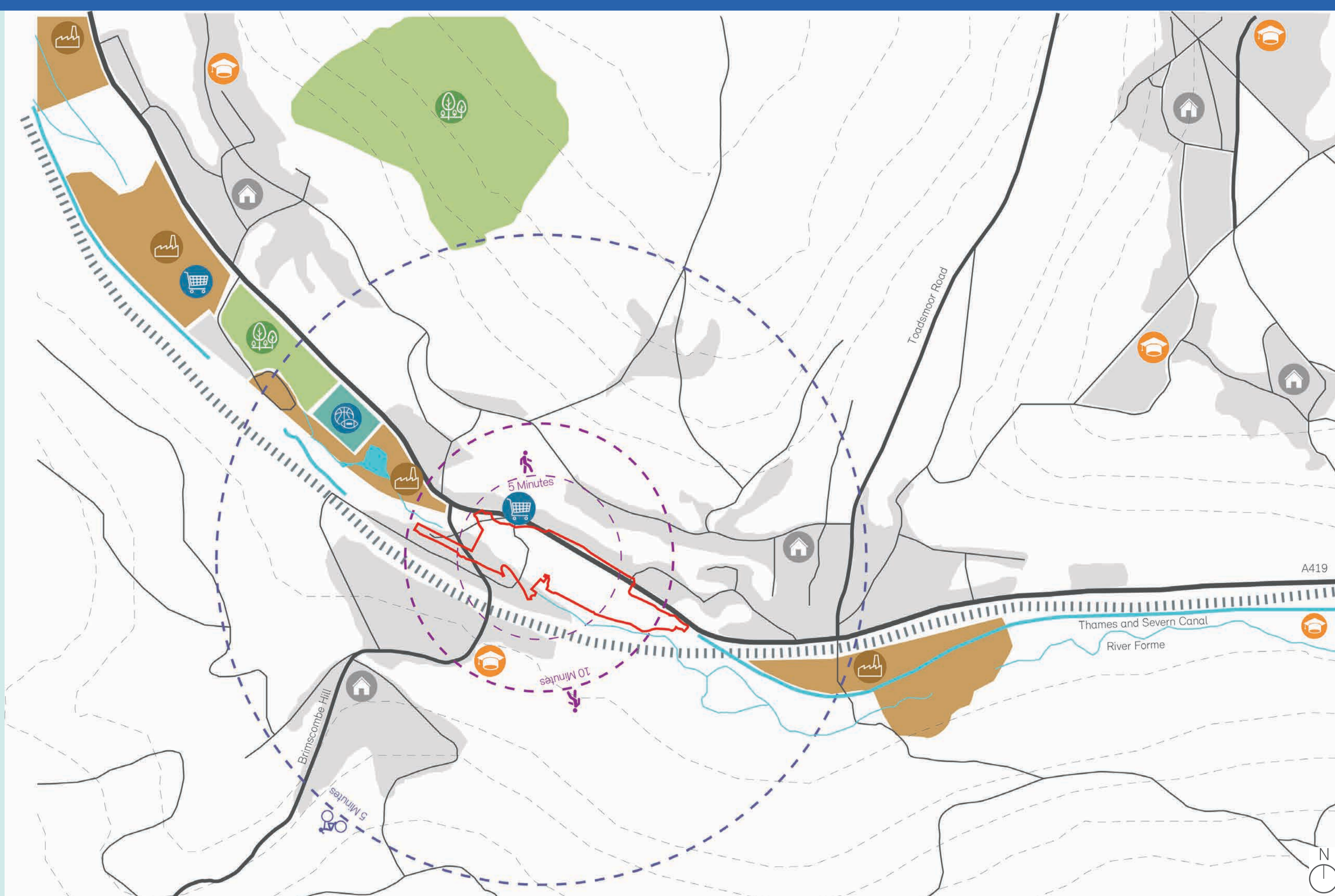
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Understanding the context

Key:

- Roads
- Railway
- Water
- School
- Public Green
- Retail
- Housing
- Sport Amenities
- Industrial



Wider Context

The site is located approximately 2 miles southeast of Stroud Town Centre and is bounded to the north by the London Road (A419) and to the south by the River Frome. A Great Western rail line lies just to the south of the river, connecting Stroud and Swindon with a regular service approximately every hour.

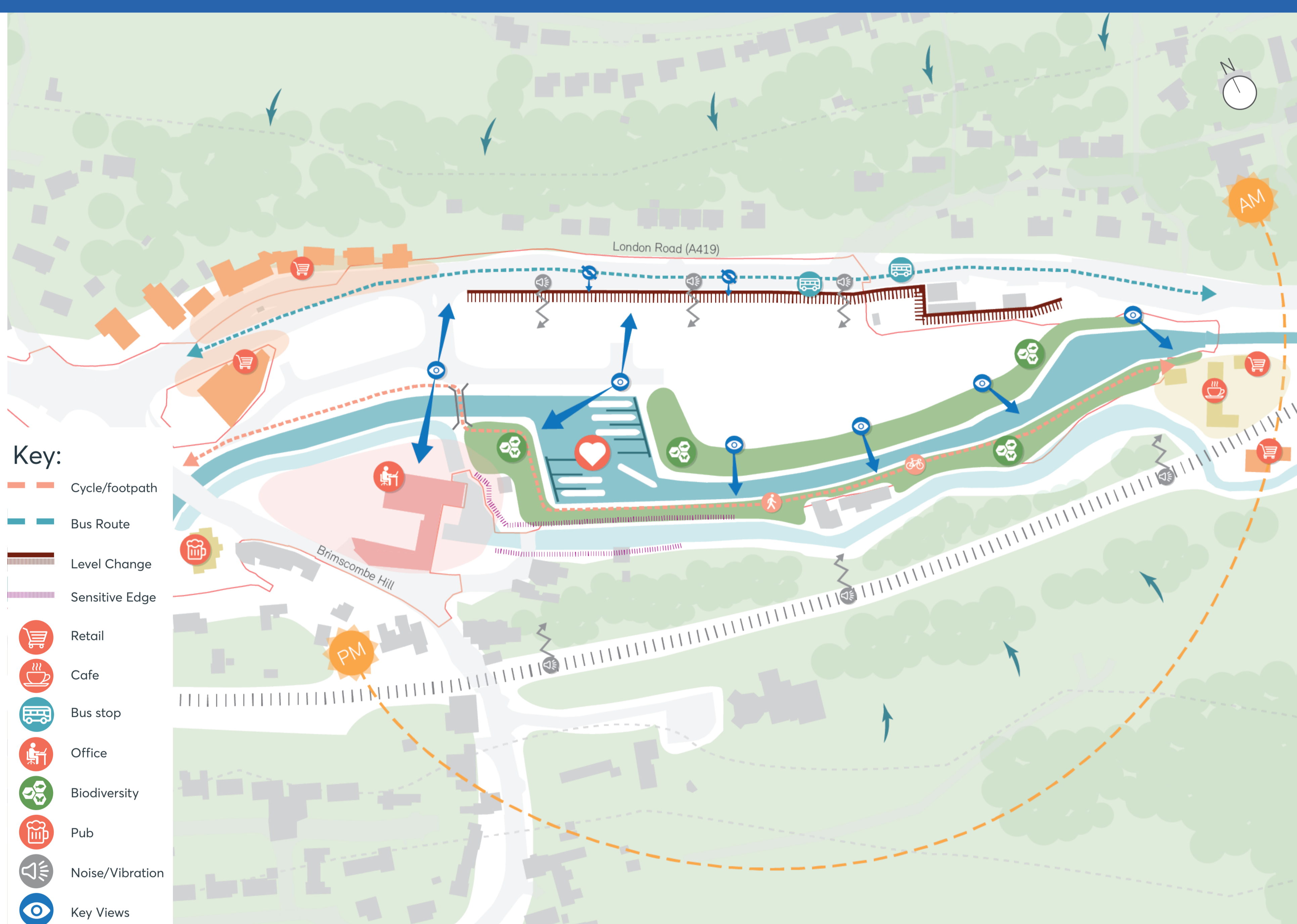
A mixture of industrial, retail and commercial premises extend to the east and west along the Thames and Severn Canal Towpath, which is the major East-West pedestrian and cycle route from the site. The towpath is intensively used by walkers and cyclists both for recreation and commuting.

Opportunities & Constraints

Site conditions at Brimscombe Port present both opportunities and constraints to its redevelopment. The council has done an enormous amount of work already to facilitate the site's redevelopment, so the starting point for this design analysis is that much of the technical work - demolishing the existing structures on site, alleviating flood concerns, bringing the canal back to the surface, establishing highways interfaces and vehicular entrances - is already agreed, albeit yet to be enacted.

What remains is a fairly flat site with a vehicle entrance to the North via London Road and to the South via Port Lane. The topography to the North and South of the site is steeply sloping as it rises up from the valley floor, and while there are houses and other existing structures set within these slopes, the predominant impression when viewed from the site is one of a verdant landscape.

The sloping topography is both an opportunity and a constraint. Opportunities for axial views along the canal and river as well as outward to the green hillsides are exceptional, but conversely overlooking will also need to be carefully managed. A few existing houses lie directly to the south of the River Frome with aspect into the site. They will need to be carefully assessed and the design managed to ensure there is no nuisance overlooking.



The London Road directly to the North of the site is a car dominated route, with ensuing noise and vibration concerns. Homes along this frontage will be assessed and designed to ensure they maintain a high quality living environment. There is also nearly a full storey level change between pavement and site level along this boundary. There is a regular bus service with two stops along the length of the site boundary. This will be an important connection for future residents.

Existing historic mill buildings both within the site and directly to the East lend the area an immediate character, particularly when combined with the enhanced ecology and green infrastructure opportunities raised by the reinstated canal and residential moorings.



Vision & concepts

Our Vision & Concept

The Brimscombe Port site is a place influenced by the movement of water. Located on the valley floor, its form and topography was created by the physical impact of water moving through the valley. The flow of the River Frome and adjacent canal made this an important place for industry and a focal point for the movement of goods.

The intertwining of these two linked but contrasting watercourses, (one man-made and controlled, the other natural and free-flowing), forms a reference point for the merging of old and new that will inform the character of this new place.

Our proposal is influenced by moving water, local ecology, historic industrial forms, wharves, docks, marinas and the movement of boats and goods.

While the adjacent mills gradually fell into disrepair and the canal was covered in the mid-20th century, the redevelopment of this site is a momentous opportunity to unearth and celebrate the historic canal - to create a new mixed-use neighbourhood that will provide much-needed new homes for the area while also creating a new destination in its own right.

Focused around a newly emerged canal, residential moorings, and a new green canal-side park with a community centre at its heart, we will create a new local attraction where visitors will want to linger and a new neighbourhood that residents will want to call home.

Our vision for the site is summarised by the five design objectives set out below.

View of Brimscombe Port Mill and the River Frome today



View across historic Brimscombe Port Mill



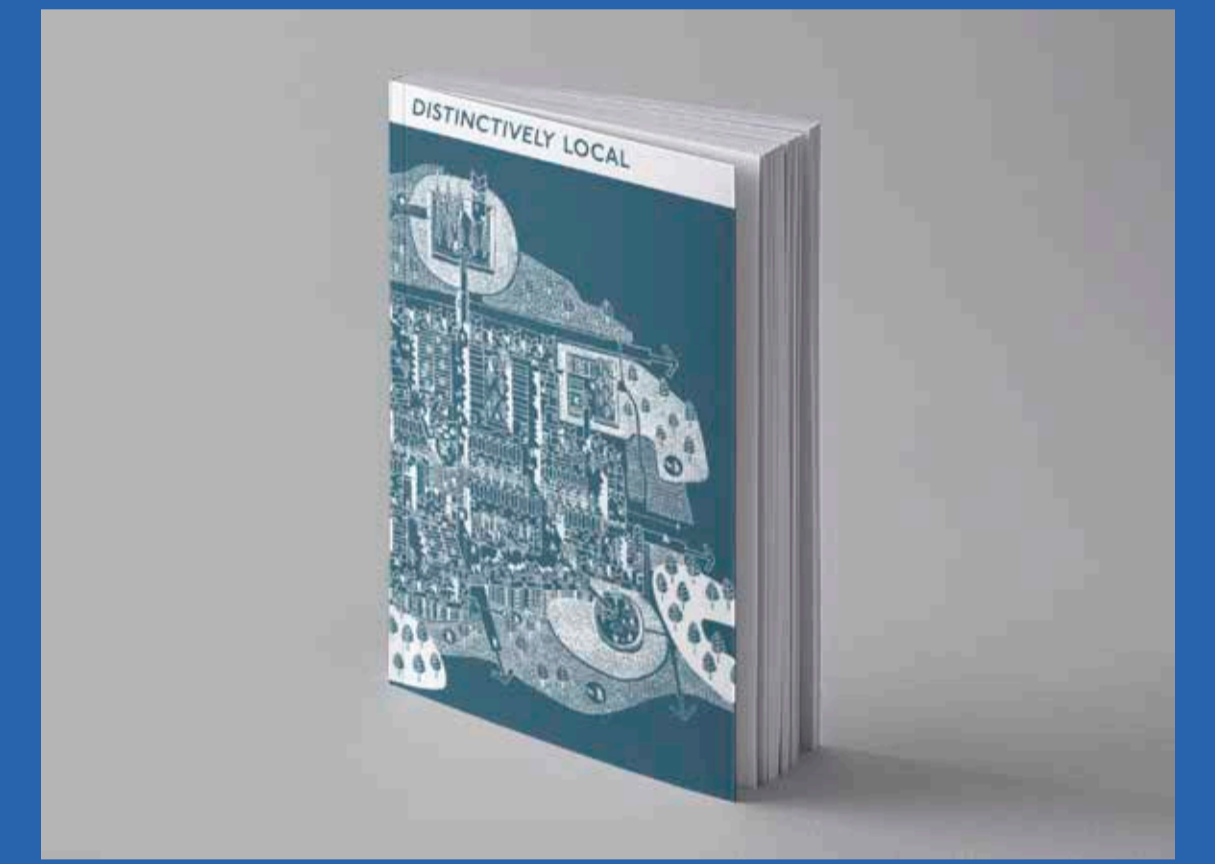
Access to green space forms an essential component to successful neighbourhood design



Reduced energy usage, renewable technologies and green methods of transport all contribute to sustainable neighbourhood design



Distinctively Local, co-authored by PTE, HTA Design, Proctor and Mathews and PRP



1. Site identity

Creating a self-contained place with a strong, bespoke identity inspired by local, distinctive places.

The layout of our proposal is inspired by historic wharves and marinas, seeking to create shared communal inlets that provide all homes with excellent aspect and view over the canal-side park.

2. Rooting proposals in an historically important context

Taking inspiration from the local vernacular.

Brimscombe Port's history stems from its significant industrial growth and the residential communities that grew out of these employment opportunities. The stunning character of the restored Brimscombe Mill and gatehouse lend the site an immediate character which we will build upon and enhance.

3. Shaping up for the 2020s

Homes that will anchor us during a decade of change. The Covid-19 pandemic has inspired new thinking about where we work, how we travel, how and where we socialise, and our towns and cities are adapting to accommodate new patterns of use. Working from home, a renewed focus on local services, stronger community connections and easy access to green space are the new essential components to neighbourhood design. Brimscombe Port offers essential opportunities for links between homes, green space and local amenities.

4. Towards 2050

Thinking about what needs to change in a zero-carbon world.

As the 21st century progresses, and the year 2050 looms – the year the UK is legally bound to transition entirely to zero-carbon – we must think now about how we'll get there. Changes in mobility, energy usage, land use, how we use our homes, and how we build them too, are coming. The house typologies developed for this site, and the masterplan in which they sit, is geared up for tackling this challenge.

5. Distinctively local

A vision supported by professional research into improving the quality of suburban and rural housing.

The four previous themes, the site's own history and context - as well as the PTE co-authored 2019 Distinctively Local report – will shape our vision for a family-focused neighbourhood fit for the 2020s - and beyond.

Design Principles

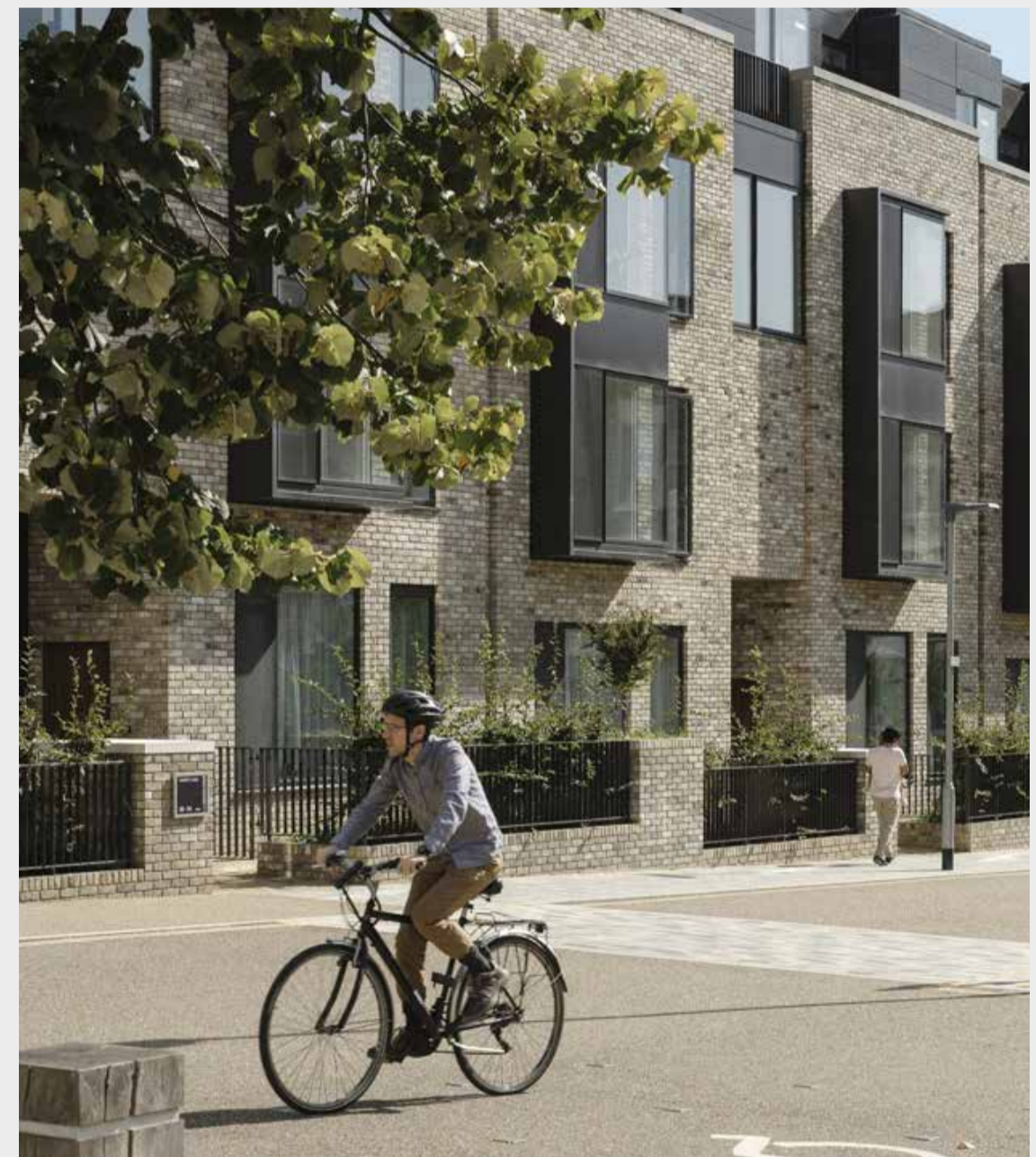
"The 5 Cs"

Our guiding principle for the development has been drawn from the surrounding local landscape features and organisation of distinct local areas.



Community

Quality homes for all within a strong network of green space and play with access to community facilities.



Connectivity

The community will be a new and special part of Brimscombe Port, with strong connections to the surrounding area. Our proposed clear hierarchy of streets and green routes provides a highly legible and permeable network for residents and visitors that prioritises pedestrians and cyclists.



Character

Our proposal takes its inspiration from the movement of water, historic wharves, and the industrial heritage which has played such an important role on this site for centuries. The green space and pedestrian and cycle route that is created between the two bodies of water becomes a key design driver and the foundation of the public realm strategy - embracing the water's edge and enhancing the local ecology.



Climate

Our proposals take a fabric first approach, with improved thermal envelopes to the buildings themselves and a masterplan that encourages sustainable travel and healthy, active lifestyles. We propose a joined-up approach to building and landscape design, with cooling planting and SuDS landscapes framing the homes.



Cohesion

Each part of our proposed masterplan works together to support social cohesion. The proposed street and pedestrian network, surrounded by quality, tenure-blind homes and suffused with managed landscapes is designed to invite interaction, informal doorstep play and meeting the neighbours.



The proposal

Design Evolution

The following diagrams set out five distinct steps that describe the design evolution of our proposal for Brimscombe Port how this vision will manifest in the key placemaking strategies, movement patterns, building typologies, and approach to architectural articulation and public realm:

1. A Reinstated Canal with a Continuous Green Edge

- The new canal basin and moorings – a focal point in the heart of the new neighbourhood and a community in their own right.
- The intertwining River Frome and Thames and Severn Canal – an opportunity to create a new green edge, encouraging public interaction with the water, and enhancing local ecology.
- Key north-south and east-west routes cross on the site. The junction of these routes is a focal point for the community – an opportunity to introduce non-residential facilities.
- Varied play spaces - nature trails and play equipment for a range of ages.

Step 2. Green Residential Courts

- Green courts extend into the site from the canalside park - inspiration from historic wharves and mooring
- All homes have views onto green space - to the canal and river
- Maximising outlook and accessibility to the River Frome and reinstated canal
- Enhancing the site's biodiversity - green space, tree planting, and private green amenity
- Opportunity for doorstep productive gardening - residents embrace and take ownership of their surroundings - encouraging interaction with neighbours

Step 3. Introduction of Key Routes and Building Typologies

- A new park east of the residential moorings - community centre at its focal point.
- Usable space for events and potential for practical utilities like toilets and changing facilities.
- Retail space/cafe and incubator/flexible commercial space adjacent to the retained gatehouse - key north-south route, most anticipated pedestrian footfall.
- Introduce the key east-west vehicle route through the site
- Courtyard houses abutting the London Road - regular pedestrian connections, protected but permeable edge with active frontages onto the street and court
- Small-scale apartment buildings opposite from the local retail centre
- Four point-blocks unfold in an array along the south-eastern boundary inspired by movement of water and eddy spaces. Orients views and aspects, varied articulation from east and west

Step 4. Inspired by the Local Vernacular

- Break up the massing of larger buildings - subdividing and shifting.
- Flanks project towards the canal - a shifting gable end rotates towards the water.
- Respond to the architectural language and proportions of the existing mill buildings.
- Smaller scale houses to the north - inspired by historic workers cottages that supported local industry - arranged around shared courts.

Step 5. Provide Parking, but Don't Let It Dominate

- Parking placed sensitively in the landscape, not dominating the public realm
- Within the shared communal housing courts and between apartments beneath lightweight pergolas, PV, and planting.
- Generous communal residential entrance lobbies - face northern spine road.
- Celebrate communal interaction and sustainable transportation, with bicycles clearly on display.
- Mailboxes, parcel drops and sitting areas - informal meetings with neighbours





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The proposal



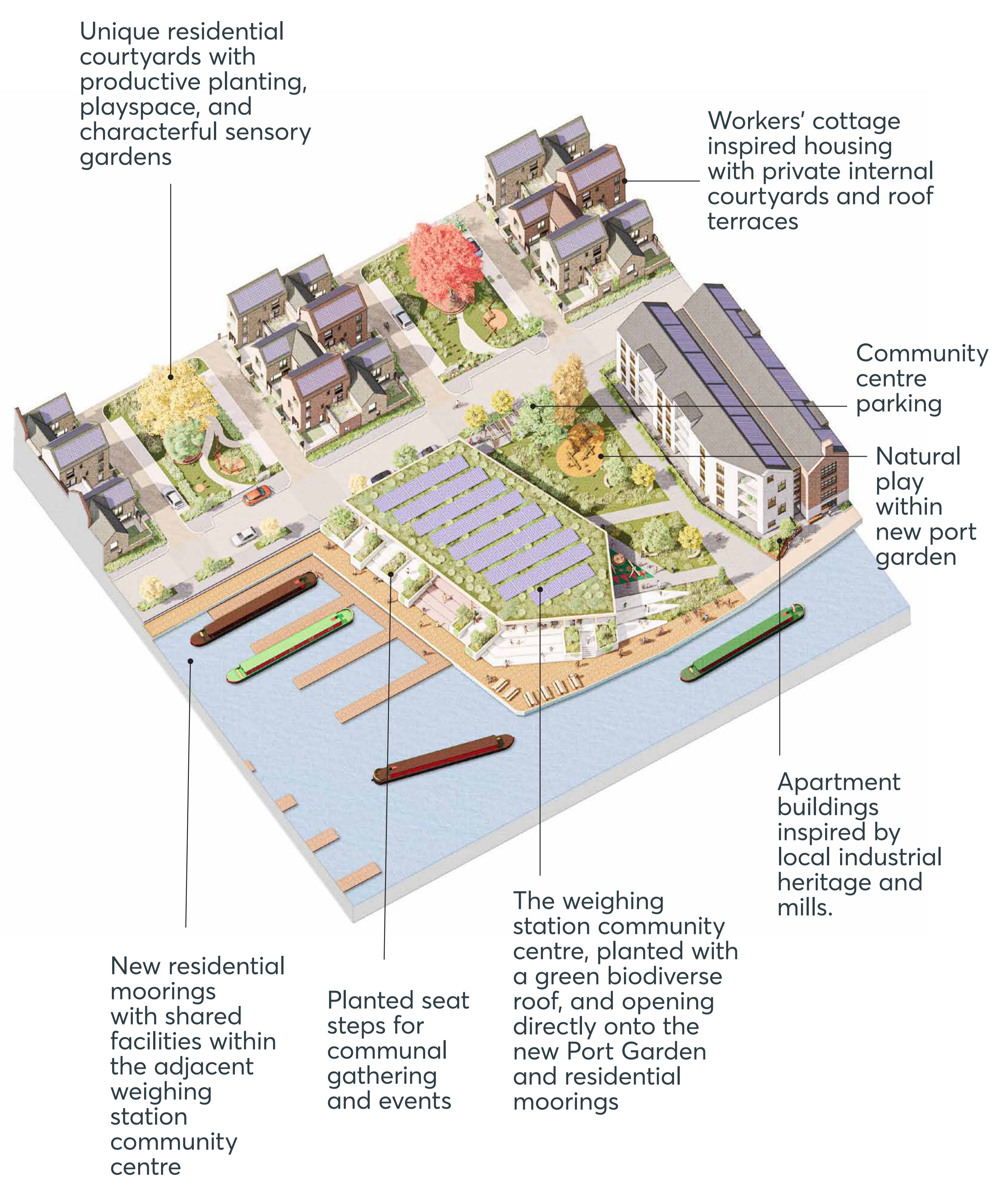
The Weighing Station & Port Garden

Our community centre takes inspiration from the weighing station that once stood in approximately the same location - a simple structure of piloti with an oversailing roof that maximises its visibility and connection to its parkside surroundings whilst still providing shading and cover for indoor/outdoor activities. This is a flexible social hub for both the new residential neighbourhood and wider existing community and as such has been placed in a prominent location within the new development.

Sit within the new public Port Garden and opening directly onto the canal and new residential moorings, it is a place that can support community events and gathering throughout the year and regardless of the time of day. Spaces have been designed to maximise flexibility and efficiency, with adaptable rooms that can be used equally well as a pilates studio, for night-time adult education, or booked out for a child's birthday party.

Sustainability lies at the heart of the weighing station design, both in its concept and in its deliverability as well as through its reduction of long-term management and maintenance costs. It demonstrates green principles through its use of lightweight structure, high performance fabric and glazing, an intelligent approach to shading and insulation, and maximising the potential for ecological enhancement through a combination of green and blue roof and bio-solar technology. Its efficient and flexible spatial design means that spaces can be used in different ways at different times of day, ensuring that spaces do not sit empty or unused.

Covered outdoor spaces and a direct relationship to the public realm that it activates coupled with easily openable glazing, creates a series of indoor/outdoor spaces that welcome the public in and encourages programmed community activities to spill out into the adjacent public realm and directly interact with the canal.



Images are illustrative only

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The proposal

Embracing the Canal

View from the Thames and Severn Canal footpath looking North to the new Canalside Park.

The apartment buildings that open into this space are contemporary interpretations of the local vernacular. The massing has been broken up through the use of inhabited roof space and an expressed rusticated base. All homes benefit from exceptional aspect, with more than 90% dual aspect accommodation across the site. The buildings' orientations further ensure homes can enjoy long axial views down the river and canal to the East and West.



The Workers Cottages

View of a residential courtyard inspired by local workers' cottages



The Weighing Station

View from the Thames and Severn Canal footpath looking North to Port Garden and the Weighing Station



Images are illustrative only

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Have your say...

If you have any questions or feedback
please submit them to
Brimscombeconsultation@ptea.co.uk

Comments on these proposals are welcome until Friday 9th September to enable us to progress our plans to the next stage including further consultation.

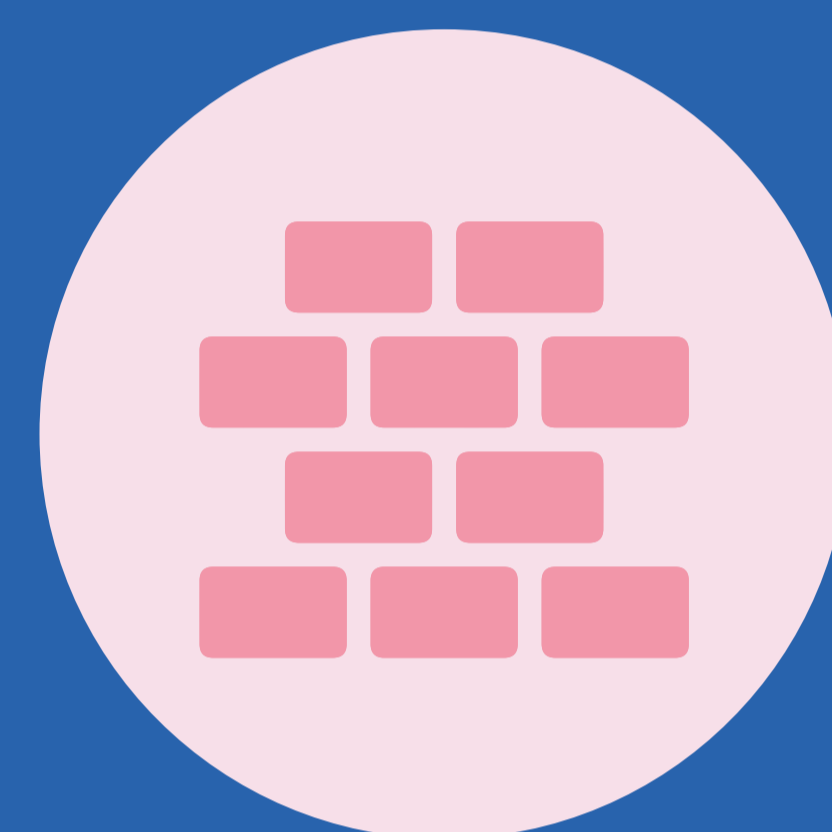
Next steps

Site investigations

Planning application

Enabling works to begin

First homes ready



Due to be completed
Autumn 2022

Following consultations

Formal pre-application
discussions will
commence October 2022

A planning
application will be
submitted May 2023

**January 2024 once
planning permission
has been granted in
November 2023**

December 2025



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